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**The title of the study:** Clickbait – the authenticity of online news

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### **Abstract**

The subject of my research is the authenticity and trustworthiness of online news, especially the clickbait sites. The key elements of the topic are the clickbait sites, which have escalated in the past few years, with a particular attention for 'fake news'. The research for this topic became popular in the social sciences, however its complexity, mechanisms, as well as the dynamics of its progression and change have become a topic of research in many fields today.

In this phase of my research I am searching for the answer for these questions. How can readers recognize clickbait sites, are they able to filter through the information, and are they familiar with the methods of authenticity-inspection? For my research, I used an online survey among some students of the University of Szeged. My hypothesis states that students, due to their studies, can read online news more consciously. They identify the reliable source, know some methods to monitor the information. They are mostly aware of the danger of clickbait sites and they typically ignore them.